



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Barbour, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	37.8%	Population		28,992	28,584
Southern Satellites	31.1%	Households		10,615	10,570
Modest Income Homes	10.7%	Families		7,402	7,241
Midland Crowd	6.6%	Median Age		36.9	37.8
Midlife Junction	5.2%	Median Household Income		\$28,952	\$31,776

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	51	\$1,395.04	\$14,808,381
Men's	53	\$261.74	\$2,778,344
Women's	49	\$467.54	\$4,962,909
Children's	60	\$261.59	\$2,776,822
Footwear	46	\$231.81	\$2,460,667
Watches & Jewelry	47	\$93.83	\$995,988
Apparel Products and Services ¹	53	\$78.54	\$833,651
Computer			
Computers and Hardware for Home Use	52	\$114.47	\$1,215,144
Software and Accessories for Home Use	49	\$14.58	\$154,800
Entertainment & Recreation	60	\$2,042.51	\$21,681,262
Fees and Admissions	45	\$274.52	\$2,913,978
Membership Fees for Clubs ²	47	\$73.86	\$783,996
Fees for Participant Sports, excl. Trips	47	\$53.74	\$570,401
Admission to Movie/Theatre/Opera/Ballet	42	\$63.71	\$676,263
Admission to Sporting Events, excl. Trips	48	\$27.82	\$295,319
Fees for Recreational Lessons	42	\$55.39	\$587,999
TV/Video/Sound Equipment	60	\$697.47	\$7,403,629
Community Antenna or Cable Television	65	\$430.84	\$4,573,334
Color Televisions	52	\$72.12	\$765,517
VCRs, Video Cameras, and DVD Players	59	\$22.89	\$242,925
Video Cassettes and DVDs	59	\$36.18	\$384,050
Video Game Hardware and Software	59	\$19.29	\$204,792
Satellite Dishes	61	\$0.94	\$9,986
Rental of Video Cassettes and DVDs	57	\$34.19	\$362,929
Sound Equipment ³	49	\$77.84	\$826,263
Rental and Repair of TV/Sound Equipment	55	\$3.19	\$33,833
Pets	70	\$307.14	\$3,260,298
Toys and Games	62	\$112.27	\$1,191,717
Recreational Vehicles and Fees ⁴	72	\$328.94	\$3,491,670
Sports/Recreation/Exercise Equipment ⁵	57	\$132.04	\$1,401,595
Photo Equipment and Supplies ⁶	56	\$76.96	\$816,937
Reading ⁷	53	\$113.18	\$1,201,438
Food	61	\$5,168.93	\$54,868,226
Food at Home	63	\$3,186.94	\$33,829,359
Bakery and Cereal Products	63	\$455.56	\$4,835,808
Meat, Poultry, Fish, and Eggs	65	\$860.31	\$9,132,198
Dairy Products	63	\$346.56	\$3,678,726
Fruit and Vegetables	59	\$515.52	\$5,472,244
Snacks and Other Food at Home ⁸	64	\$1,008.99	\$10,710,383
Food Away from Home	59	\$1,981.99	\$21,038,867
Alcoholic Beverages	52	\$323.34	\$3,432,280
Nonalcoholic Beverages at Home	67	\$290.69	\$3,085,631



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	33	\$495.05	\$5,254,931
Vehicle Loans	72	\$4,423.70	\$46,957,531
Health			
Nonprescription Drugs	68	\$82.75	\$878,392
Prescription Drugs	81	\$465.83	\$4,944,769
Eyeglasses and Contact Lenses	62	\$51.66	\$548,356
Home			
Mortgage Payment and Basics ⁹	51	\$4,447.92	\$47,214,657
Maintenance and Remodeling Services	52	\$1,018.06	\$10,806,670
Maintenance and Remodeling Materials ¹⁰	69	\$259.08	\$2,750,092
Utilities, Fuel, and Public Services	66	\$2,883.05	\$30,603,540
Household Furnishings and Equipment			
Household Textiles ¹¹	54	\$75.35	\$799,887
Furniture	51	\$329.73	\$3,500,061
Floor Coverings	47	\$42.44	\$450,537
Major Appliances ¹²	64	\$188.58	\$2,001,808
Housewares ¹³	55	\$57.96	\$615,209
Small Appliances	62	\$22.76	\$241,620
Luggage	43	\$4.48	\$47,530
Telephones and Accessories	54	\$25.75	\$273,376
Household Operations			
Child Care	45	\$187.39	\$1,989,157
Lawn and Garden ¹⁴	73	\$325.27	\$3,452,750
Moving/Storage/Freight Express	51	\$27.50	\$291,930
Housekeeping Supplies ¹⁵	65	\$498.66	\$5,293,308
Insurance			
Owners and Renters Insurance	69	\$328.43	\$3,486,234
Vehicle Insurance	63	\$924.30	\$9,811,441
Life/Other Insurance	65	\$418.43	\$4,441,658
Health Insurance	70	\$1,384.33	\$14,694,679
Personal Care Products ¹⁶	61	\$286.16	\$3,037,634
School Books and Supplies ¹⁷	54	\$64.98	\$689,712
Smoking Products	77	\$372.12	\$3,950,074
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	70	\$4,017.64	\$42,647,276
Gasoline and Motor Oil	71	\$1,445.35	\$15,342,370
Vehicle Maintenance and Repairs	61	\$645.91	\$6,856,336
Travel			
Airline Fares	44	\$179.61	\$1,906,519
Lodging on Trips	52	\$212.78	\$2,258,670
Auto/Truck/Van Rental on Trips	41	\$17.70	\$187,861
Food and Drink on Trips	54	\$251.97	\$2,674,627

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.